



Media Contact:  
Mayla Lohnes, Public Relations Manager  
805.541.8000  
[mayla@slocal.com](mailto:mayla@slocal.com)

## FOR IMMEDIATE RELEASE

### VISIT SLO CAL RELAUNCHES SLO CAL WELCOME, A HOSPITALITY FOCUSED CUSTOMER SERVICE TRAINING PROGRAM AND CERTIFICATION

*Participants will enhance service skills, learn to anticipate guest needs and deepen their knowledge of the SLO CAL region to deliver exceptional visitor experiences.*



(Download assets [HERE](#))

**San Luis Obispo County, California, [September 16, 2025]** – Today, Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL) announced the relaunch of [SLO CAL Welcome](#), its hospitality focused customer service training program and certification designed for the region’s hospitality and tourism industry. The free online program is open to anyone who would like to take it and gives participants practical tools to enhance the guest experience and support professional growth for employees across SLO CAL. Register at [welcome.slocal.com/courses/slo-cal-welcome](https://welcome.slocal.com/courses/slo-cal-welcome).

The self-paced program is mobile-friendly and available in multiple languages. Participants gain practical skills in communication, problem-solving and creating positive guest experiences while learning more about SLO CAL and what the region has to offer.

“We are proud to relaunch SLO CAL Welcome as part of our broader efforts to elevate the guest experience across the county,” said Cathy Cartier, Visit SLO CAL President & CEO. “By investing in training and professional development, we are strengthening the tourism industry and ensuring every visitor leaves with a lasting, positive impression of SLO CAL and its welcoming vibe.”

The relaunched program features a fresh design with easier navigation, new modules (including Wine-O-One, destination deep dives and Sustainably SLO CAL) and interactive tools that give participants detailed insights into SLO CAL’s diverse and distinct communities.

With over 1,000 people already having completed the initial training, SLO CAL Welcome helps hospitality professionals expand their knowledge of the region while sharpening their customer



Media Contact:  
Mayla Lohnes, Public Relations Manager  
805.541.8000  
[mayla@slocal.com](mailto:mayla@slocal.com)

service skills. SLO CAL Welcome certified participants say they walked away with new tips and resources, noting how easy the platform was to navigate and how they were thrilled to take a deep dive and learn about the incredible array of activities in every community of SLO CAL.

The brief (takes less than two hours) course includes a variety of learning modules and covers customer service essentials, communication tools, diversity, equity and inclusion, sustainability and in-depth looks at SLO CAL's destinations and experiences. Highlights include [Wine-O-One](#), with short, interactive videos featuring local winemakers that make wine approachable, and [Sustainable Tourism](#), which shares case studies from local businesses on creating welcoming, eco-friendly visitor experiences.

SLO CAL Welcome plays a vital role in advancing Visit SLO CAL's mission to enhance the guest experience and strengthen the region's tourism economy. Alongside supporting resources, the program helps participants build local knowledge and confidence so they can serve as enthusiastic ambassadors for the region.

Developed in collaboration with lodging investors, destination partners and stakeholders, which include the Gala Pride & Diversity Center and R.A.C.E. Matters SLO for the Diversity, Equity and Inclusion modules, the program was funded by Visit SLO CAL.

For more information about Visit SLO CAL and SLO CAL Welcome, visit [slocal.com/partners/welcome](https://slocal.com/partners/welcome) or email Mayla Lohnes, [mayla@slocal.com](mailto:mayla@slocal.com).

###

#### **ABOUT VISIT SLO CAL:**

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County, known as SLO CAL. Positioned midway between San Francisco and Los Angeles, SLO CAL features more than 100 miles of breathtaking coastline, rolling vineyards covering over 40,000 acres and some of California's most scenic open roads, including the iconic Highway 1. Visit SLO CAL promotes the region as a premier West Coast destination, celebrated for its signature slower pace of life and diverse, immersive experiences. By enhancing the area's reputation as a dynamic place to live, work and visit, Visit SLO CAL strengthens the local economy and creates opportunities for the entire community. Built on research and a strategy of continuous improvement, the organization is committed to showcasing SLO CAL's unique charm to travelers from around the world. For more information, visit [slocal.com](https://slocal.com).

#### **ABOUT SLO CAL WELCOME:**

SLO CAL Welcome is a first-of-its-kind free online training program designed for people working in SLO CAL's travel and tourism industry and open to anyone who would like to take it. It's a great way for businesses to boost their customer service-game and support their team's growth. The program is self-paced and perfect for anyone in a customer-facing role—whether you're an employee or a volunteer. It gives you tips, tools and know-how to deliver stellar service. For more information, visit [slocal.com/partners/welcome](https://slocal.com/partners/welcome).